

Special Issue

Toward Sustainable Tourism: Management Practices and Customer Experiences

Message from the Guest Editor

Due to its significant impacts on society, environment, and economic growth, research on sustainability has rapidly increased over the last two decades. However, several research gaps have been identified in the existing literature on sustainability. For example, previous studies have (1) primarily focused on energy and the environment while neglecting other important aspects of sustainable business practices (e.g., local culture, local economy, and sustainable employment), (2) appeared preoccupied with cognitive factors of customer experiences (e.g., moral obligation, norms, etc.), (3) lacked the application of different theoretical models to elucidate the effect of sustainable business practices on consumer behavior. Thus, this Special Issue aims to redress this research gap identified in the literature.

Guest Editor

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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